



MAYOR AND COUNCIL AGENDA

NO. 16

DEPT.: Community Planning and Development Services DATE PREPARED: 9/19/05

STAFF CONTACT: Deane Mellander, Planner III

FOR MEETING OF: 9/26/05

SUBJECT: Use Permit Application USE2005-00691: Rockville Cultural Arts Building, consisting of a 5-story building containing 9,310 square feet of ground-floor retail, 23,100 square feet of incubator office space, 24,900 square feet of artist and studio space, 7,490 square feet of common area/loading dock/mechanical space, and 6,000 square feet of rooftop activity area for a total of 70,800 gross square feet. Block 3A, Rockville Town Square project. Mayor and Council of Rockville, applicants.

RECOMMENDATION: Approval.

DISCUSSION: The proposed Cultural Arts building is the final piece in the development of the Rockville Town Square project. The proposed building will consist of five stories, and contain a mix of uses. The first floor will contain 8,193 square of retail space plus 1,117 square feet for the Rockville Arts Place. The second and third floors will be devoted to artist's studios and related activities, with a total gross floor area of 27,000 square feet. The fourth and fifth floors will be devoted to Montgomery County incubator office space use, with a total of 25,200 gross square feet. In addition, the roof of the building has been designed for outdoor public functions. This includes a small catering kitchen restrooms. The total rooftop activity area is approximately 6,000 square feet. The total area of the building, including the loading dock and other common spaces, is 70,800 gross square feet.

The building will occupy the remaining vacant area of Block 3A of the Town Square project. The new public library, currently under construction, occupies the balance of the block. The new building will share a party wall with the library on its east side. The primary entry to the upper floors will be via a doorway facing onto Newmarket Street. The retail areas will be laid out by the tenants, but there is expected to be a prime entry facing out onto the public plaza. There is a loading dock exiting onto Beall Avenue, next to the loading dock for the library.

The applicant has requested an amendment to the Town Center Preliminary Development Plan to accommodate the increased floor area and building height. The proposed amendment also requests a minor increase in the amount of ground floor retail allowed in the Town Square project. This is in part to accommodate the Cultural Arts facility.

The architecture of the building is described as modern, with a linear and rectangular theme. It provides a counterpoint to the overall architectural style of both the library and the other buildings in the Town Square project.

The streetscape design is consistent with design previously approved by the Mayor and Council via Use Permit USE2003-00670 for the Town Square public improvements.

BOARDS AND COMMISSIONS REVIEW: The Planning Commission reviewed this application at its meeting on August 15, 2005 and recommended approval. Their recommendation is attached.

PREPARED BY:

Deane E. Mellander

Deane Mellander, Planner III

9/19/05

Date

APPROVED BY:

R. James Wasilak

R. James Wasilak, AICP, Chief of Planning

9-19-05

Date

APPROVED BY:

Arthur D. Chambers

Arthur D. Chambers, AICP, Director

9/19/05

Date

APPROVED BY:

Scott Ullery

Scott Ullery, City Manager

9/19/05

Date

LIST OF ATTACHMENTS:

1. Staff report to the Planning Commission.
2. Building floor plans and elevations.



City of Rockville

MEMORANDUM

September 13, 2005

TO: Mayor and Council

FROM: Planning Commission

SUBJECT: Planning Commission Recommendation on Preliminary Development Plan Amendment application PDP2003-0005B and Use Permit Application USE2005-00691, Rockville Town Square Cultural Arts Building.

The Planning Commission considered the proposed PDP amendment to the Rockville Town Square at its meeting on August 15, 2005. The proposed amendment would allow for an increase in the amount of ground-level retail and the size of the Cultural Arts Facility as compared to the initial approved PDP amendment of November, 2004. The Commission received comments from the planning staff and the public.

The Planning Commission notes that much of the proposed increase in floor area for the Cultural Arts facility is due to the County's desire to incorporate space for their incubator office program. The majority of the Commission supports the proposed amendment. Commissioner Ostell, while not objecting to the project in general, is concerned that the potential traffic impact of the enlarged building, and the parking requirements, have not been adequately addressed. These items should be further addressed at the public hearing.

Therefore, on a motion by Commissioner Johnson, seconded by Commissioner Hilton, and with Commissioners Britton and Weiner voting in favor, and with Commissioner Ostell voting against, and with two members absent, the Planning Commission recommends approval of the proposed Preliminary Development Plan amendment, and the related Use Permit for the Town Square Cultural Arts Facility,

cc: Planning Commission
Case File



City of Rockville

MEMORANDUM

August 10, 2005

TO: City of Rockville Planning Commission

FROM: Deane Mellander, Planner III *DM*

VIA: R. James Wasilak, AICP, Chief of Planning

SUBJECT: Use Permit application USE2005-00691, Rockville Town Square Block 3A, Cultural Arts Building; Mayor and Council of Rockville/Federal Realty Investment Trust, applicants.

BACKGROUND

On March 15, 2004 the Mayor and Council approved use permits for the Rockville Town Square project. At that same meeting, the Mayor and Council, with the affirmative recommendation of the Planning Commission, approved an amendment to Preliminary Development Plan PDP2003-00005. The amendment allowed up to 6 stories on Block 5, reduced the allowable building height on Block 4 to 75 feet, and reduced the number of residential units from 777 to 660 units.

The amended PDP allows the following:

Retail Commercial:	184,563 gross square feet
Multi-family residential:	660 dwelling units (including MPDU's)
Public Library:	102,522 gross square feet
Cultural Arts Facility:	25,900 gross square feet (may be increased by 13,000 additional square feet)
Maximum building height:	6 stories or 75 feet

Note that the 2004 PDP amendment did not affect the Cultural Arts facility as compared to the initial approval in 2003.

The applicants subsequently applied to amend the Use Permit for Block 5 to add 8 additional units above a portion of the building fronting along Maryland Avenue. This portion of the building is referred to as façade 5E. The Mayor and Council approved this amendment on November 11, 2004. The applicants also have a pending amendment to delete four residential

apartments from Block 5 in order to permit the installation of a two-story health and fitness club (Gold's Gym).

ANALYSIS

Preliminary Development Plan Amendment

As the development program for the Cultural Arts Building has proceeded over time, it has expanded to include a significant space for a County-sponsored incubator office program. As a consequence, the building size has increased substantially from what was anticipated at the time the original PDP (PDP2003-00005) was approved. The proposed building is now 5 stories high, and contains approximately 64,800 square feet of space. This exceeds the area approved in the PDP by about 25,900 square feet. The Use Permit application proposes to allow 9,310 square feet of ground floor retail space in the building. The pending Use Permit amendment for Block 5 would expand the retail space in that block by about 10,000 square feet. That, coupled with the retail proposed in the Cultural Arts Building, would exceed the retail permitted in the approved PDP by about 2,103 square feet.

The applicant has requested that the PDP be amended to allow the following development:

Retail Commercial:	192,000 gross square feet
Multi-family residential:	660 dwelling units
Public Library:	102,522 gross square feet
Cultural Arts Facility	62,000 gross square feet

The following table provides a summary of the current and proposed situation:

Use	Amended PDP 2004	Approved Use Permits	Block 5 Amend.	Cult. Arts Facility	Subtotal	Requested PDP Amend.
Retail	184,563 s.f.	171,823 s.f.	10,000 s.f.	9,310 s.f.	191,133 s.f.	192,000 s.f.
Office	-	-	-	25,200 s.f.	25,200 s.f.	-
Cult. Arts	38,900 s.f.	-	-	36,290 s.f.	36,290 s.f.	
Cult. Arts Total minus Retail				61,490 s.f.		62,000 s.f.
Library	102,522 s.f.	102,522	-	-	102,522 s.f.	102,522 s.f.
Residential	660	648	644	-		660

The proposed PDP amendment is being considered as a separate action. The Mayor and Council must approve the PDP amendment prior to taking action on this use permit application. See the relevant staff report.

Use Permit Application

The Use Permit application proposes construction of a 5-story building containing 64,800 gross square feet of space. The space utilization by floor is proposed as follows:

	Ground Level	Second Floor	Third Floor	Fourth Floor	Fifth Floor	Roof (Mech)
Common Areas/ Mechanical	3,290 sf	1,050 sf	1,050 sf	1,050 sf	1,050 sf	(5,650 sf)
Retail	8,193 sf					
Rockville Arts Place	1,117 sf	12,450 sf	12,450 sf			
MoCo Incubator Office				11,550 sf	11,550 sf	
Event Space						6,000 sf
Total GFA	12,600 sf	13,500 sf	13,500 sf	12,600 sf	12, 600 sf	70,800 sf

Note: Rooftop Mechanical area does not count towards gross floor area

The proposed building will share a common party wall with the new County Library, currently under construction on the adjoining lot. The building will have entries onto the public plaza, as well as to Newmarket Street and Beall Avenue. A condominium regime is proposed for the building. Federal Realty Investment Trust will own the retail space, the County the incubator office space, and the City will own the arts spaces.

The building will sit on the site already set aside for it in the previously approved Public Improvements Use Permit (USE2003-00670). Thus, the streetscaping and related items are covered under that approval. No changes are proposed for the streetscape or plaza area by this application. The building height meets the technical requirements of the PDP, since it is 74 feet in height.

Parking for this building will be included in the overall parking district plan for the Town Center area. A total of 977 public parking spaces are being provided within the Town Square project. The Walker Parking Consultants study indicates that the peak public parking demand on an afternoon weekday would be 856 spaces. This leaves a reservoir of 121 spaces. The weekend evening peak demand, which is when the rooftop area is most likely to be utilized, is 757 spaces. This leaves a reservoir of 220 spaces, which should easily accommodate an occasional rooftop function. Note that in addition, there are 978 parking spaces provided for the residential uses for a total of 1,955 parking spaces in the Town Square project. There are an additional 43 on-street parking spaces provided.

The architecture may be described as a linear, International-style design. There is significant glass proposed for the second and third floors, which are proposed for artist studio spaces. The upper two floors have more modest window treatments, reflecting their use for the incubator

office space. The roof is occupied primarily by the typical mechanical spaces for heat exchanger, condensers, and so forth. The Code allows the screen walls for such equipment to extend beyond the roof height by up to 19 feet. The portion of the roof that overlooks Newmarket Street and the public plaza is roofed but open and has been designed for public functions. There will be elevator access to the roof, and a small caterer's kitchen will be included. The total roof area devoted to function activities is 6,000 square feet. Since this area is intended for occupancy, it has to be counted in the gross floor area.

The building design is a good counterpoint to the more organic design of the library, and the more traditional facades of the other buildings in the Town Square project. This comports with the intent to have the town center appear to have been built over time, with some variety of distinct architectural features.

RECOMMENDATION

Under the provisions of text amendment TXT2004-00212, the Mayor and Council must approve amendments to Use Permits that were previously approved by the Mayor and Council. Therefore, in this case the Planning Commission is providing a recommendation to the Mayor and Council on this application.

The staff recommends that the proposed Use Permit be approved, with the following conditions:

- A. Approval by the Mayor and Council of the proposed amendment to the PDP to allow for the expansion of the retail and Cultural Arts facility.
- B. Submission, for the approval of the Chief of Planning, of 11 copies of the site development plan.
- C. Final façade design to be approved by the Chief of Planning.
- D. The Department of Public Works requires the following:
 - a. Coordinate utility connections and access points as required by approved Town Square right-of-way plan and PWK2004-00050.
 - b. Submit engineering plans and obtain permits from DPW for public improvements.
- E. All other conditions of approval of Use Permit USE2003-00670 for the public improvements for the Rockville Town Square project remain in effect as they relate to this site.

/dem

Attachments:

1. Site development plan.

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2. Building elevations north and south.
3. Building elevation west.
4. Photos of architect's model.

ROCKVILLE ARTS PLACE

ROCKVILLE TOWN SQUARE
ROCKVILLE, MARYLAND

THOMAS J. PETERSON
ARCHITECT
10000 ROCKVILLE PIKE
SUITE 100
ROCKVILLE, MD 20850
TEL: 301-983-3300

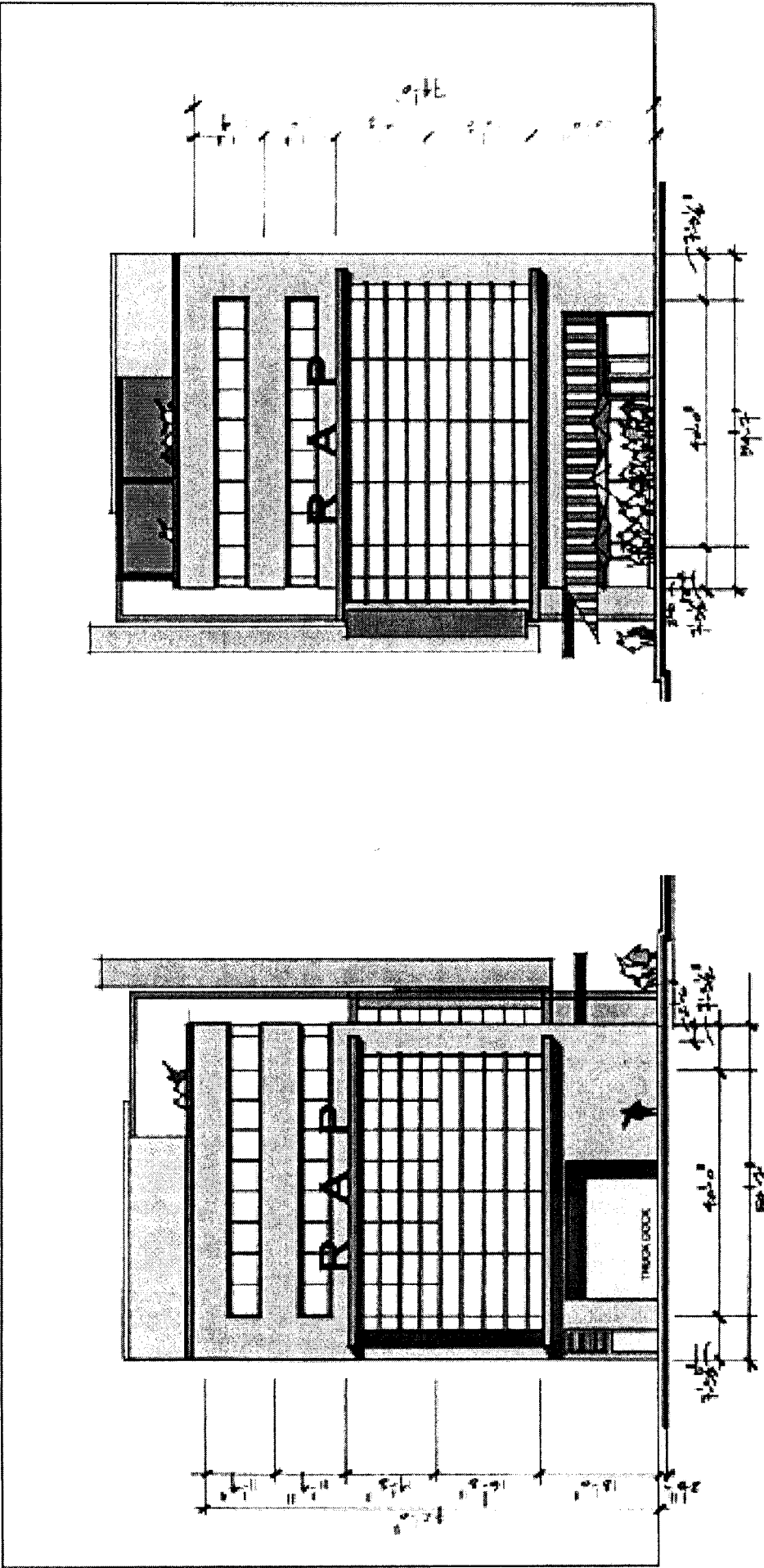


REVISIONS

DATE

DATE PROJECT # 001 DATE REVISION # 1
NORTH & SOUTH ELEVATION
DATE: 01.14.11 SHEET: 2
DATE: 01.14.11 SHEET: 2

N. & S. elevations



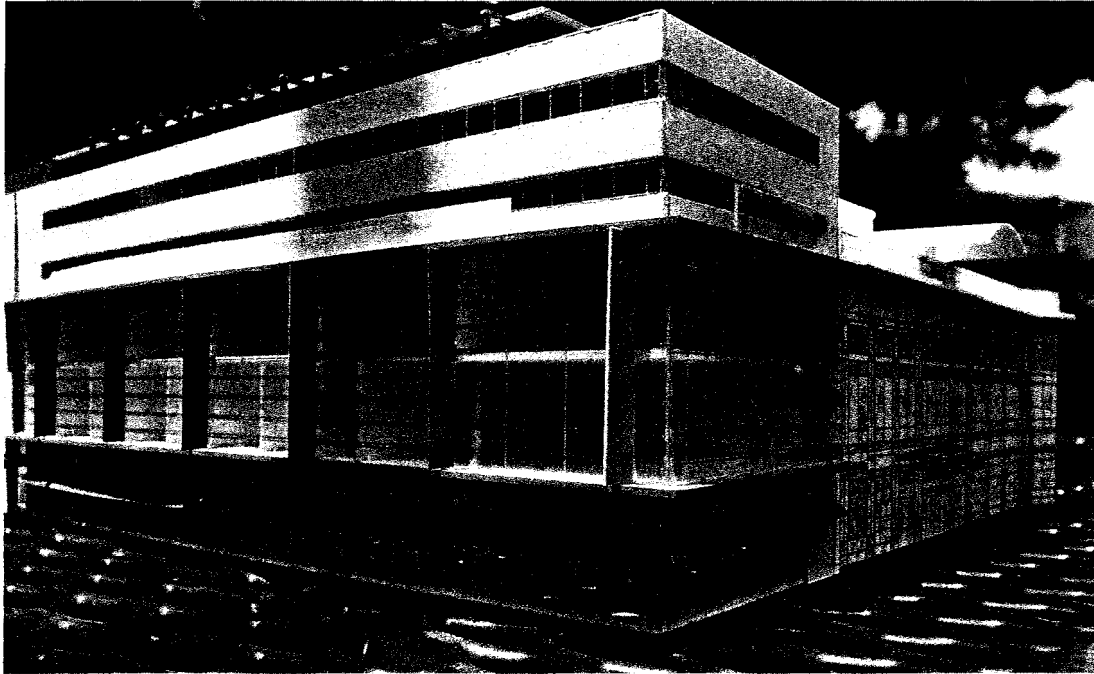
1 NORTH ELEVATION
30'-0" x 11'-0"

2 SOUTH ELEVATION
30'-0" x 11'-0"

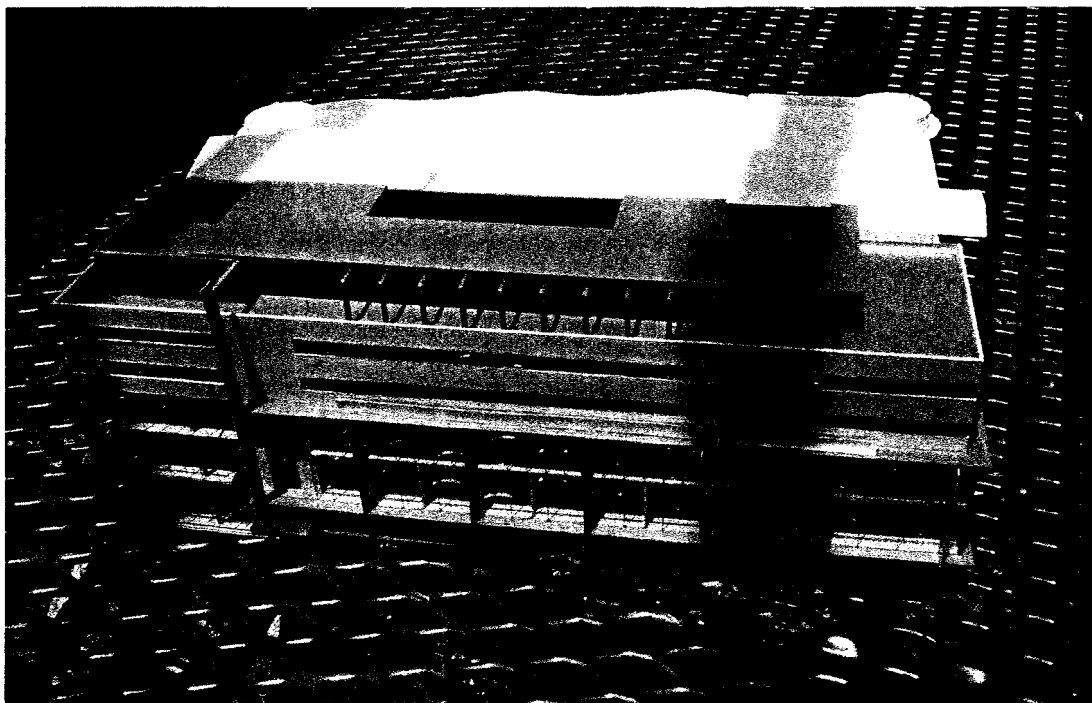
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1 WEST ELEVATION
25' x 11' 3"

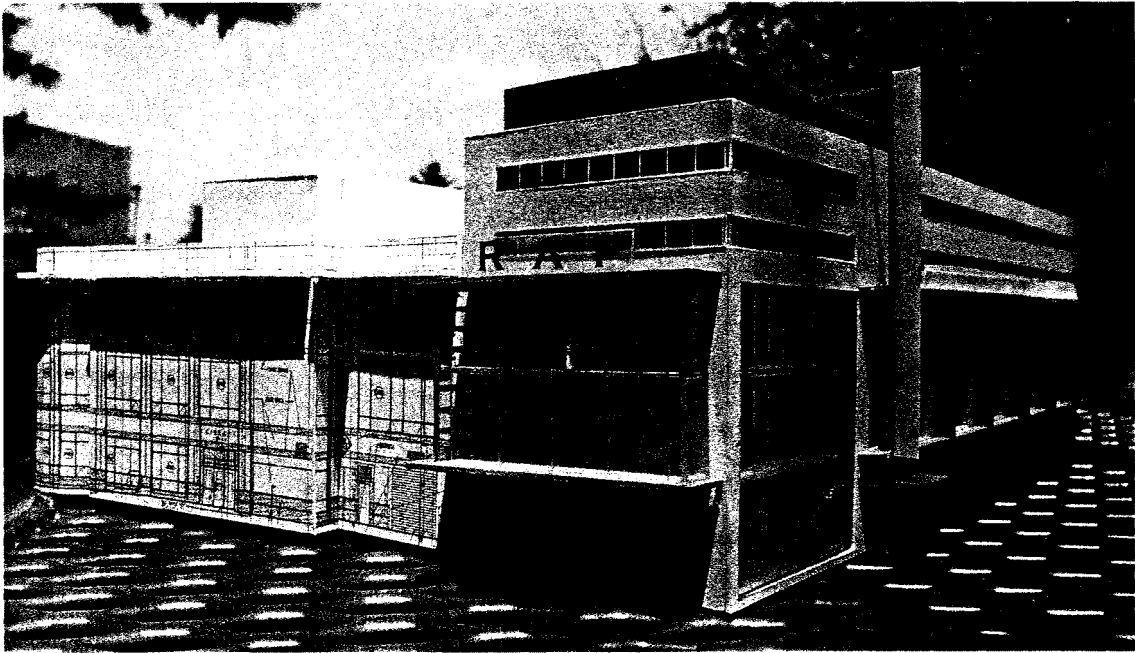
Photos of Cultural Arts Building Model with New Library Model



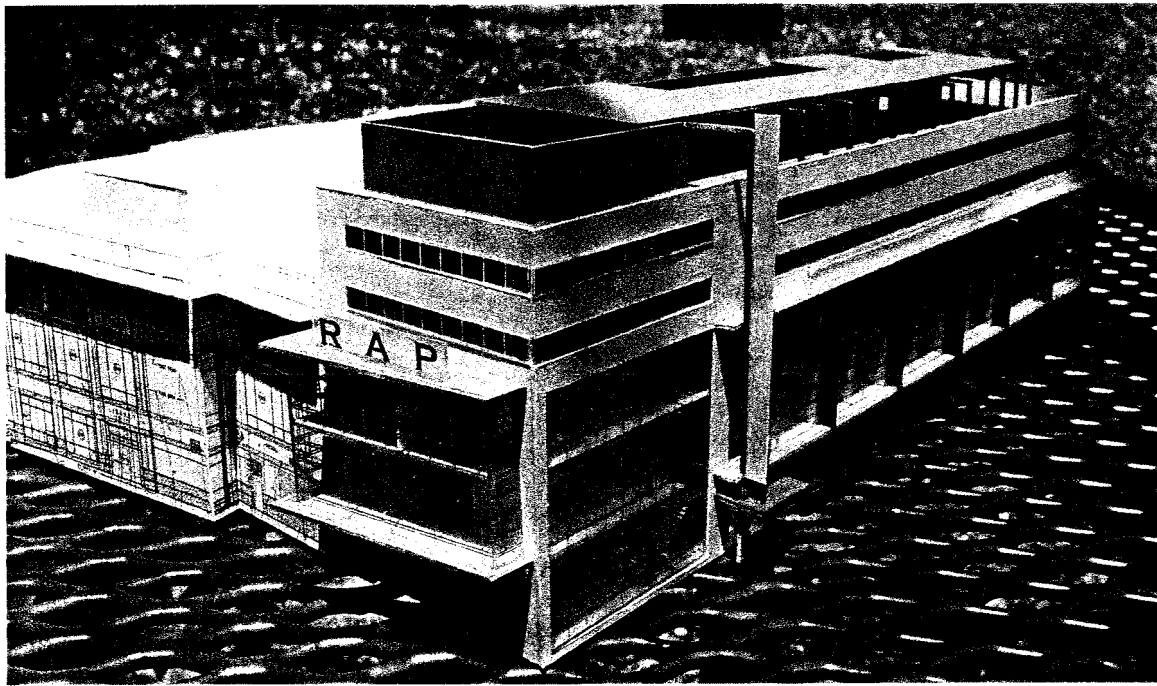
Southwest corner of proposed Cultural Arts Building with library beyond. Public plaza would be to the right.



West side of proposed building (facing Newmarket Street) from above.



Northwest corner of proposed Cultural Arts Building with library adjoining, from near ground level.



Northwest corner of proposed building from above, with new library beyond. Corner of Newmarket Street and Beall Avenue.